

# ORDER



<b>Orders</b>	<b>Order / Rev:</b>	1277761	
	<b>Alt Order #:</b>	08328178	
	<b>Product Desc:</b>	REED FOR CONGRESS	
	<b>Estimate:</b>	C11C17	
	<b>Flight Dates:</b>	10/11/16 - 10/17/16	<b>Primary AE:</b> Jim Quinn
	<b>Original Date / Rev:</b>	07/20/16 / 10/10/16	<b>Sales Office:</b> T-PHI
	<b>Order Type:</b>	Political	<b>Sales Region:</b> NAT

<b>Agency</b>	<b>Name:</b>	Smart Media Group Inc/ POL	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Broadcast
		1427 Leslie Avenue	<b>Billing Cycle:</b> WEEKLY
		Alexandria, VA 22301	<b>Agency Commission:</b> 15%

<b>Advertiser</b>	<b>Name:</b>	Reed, Tom / Republican / Congress	<b>New Business Thru:</b>
	<b>Demographic:</b>	A35+	<b>Order Separation:</b> 00:15:00
	<b>Product Codes:</b>	PL-US House Representative	<b>Advertiser External ID:</b> 98895
	<b>Priority:</b>	P04-GB	<b>Agency External ID:</b> 7611AG
	<b>Revenue Codes:</b>	AGY, (POL) Political, (POL) Candidate	<b>Unit Code:</b> General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/10/16	10/16/16	33	\$12,130.00	\$10,310.50
10/17/16	10/23/16	9	\$3,720.00	\$3,162.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	42	\$15,850.00	\$13,472.50	0.00
<b>Totals</b>	<b>42</b>	<b>\$15,850.00</b>	<b>\$13,472.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WGRZ	34%	\$15,850.00
Market	100%	\$46,617.65

## Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	38%	\$17,714.71
WKBW	16%	\$7,458.82
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	1%	\$466.18
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	11%	\$5,127.94

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WGRZ	10/17/16	10/17/16	Today Show	CM	Today Show	M-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/17/16	10/23/16	M-----		1		\$300.00		0.00					
E 7	WGRZ	10/17/16	10/17/16		CM	8p-11p	M-----	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00



Order / Rev: 1277761  
 Alt Order #: 08328178  
 Flight Dates: 10/11/16 - 10/17/16

Advertiser: Reed, Tom / Republican / Congress  
 Product Desc: REED FOR CONGRESS  
 Estimate: C11C17

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	--W----					1	\$300.00		0.00			
N 29	WGRZ	10/11/16	10/17/16	Local News @ 430a M-F	CM	430-5a	MTWTF--	:30	5	\$50.00	P04-C	0.00	NM	5	\$250.00
				Local News @ 430a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-TWTF--					4	\$50.00		0.00			
		Week: 10/17/16	10/23/16	M-----					1	\$50.00		0.00			
N 30	WGRZ	10/11/16	10/17/16	TD Jakes 2-3p	CM	TD Jakes 2-3p	MTWTF--	:30	5	\$50.00	P04-C	0.00	NM	4	\$200.00
				TD Jakes 2-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-TWTF--					3	\$50.00		0.00			
		Week: 10/17/16	10/23/16	M-----					1	\$50.00		0.00			
N 31	WGRZ	10/11/16	10/17/16	Today Show 2	CM	9-10a	MTWTF--	:30	5	\$225.00	P03-F	0.00	NM	5	\$1,125.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-TWTF--					4	\$225.00		0.00			
		Week: 10/17/16	10/23/16	M-----					1	\$225.00		0.00			
N 32	WGRZ	10/16/16	10/16/16	12-1230a Su	CM	12x-1230x	-----S	:30	1	\$20.00	P04-C	0.00	NM	1	\$20.00
				Sun 12x-1230x											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S					1	\$20.00		0.00			
N 33	WGRZ	10/11/16	10/17/16	Today Show 3	CM	10-11a	MTWTF--	:30	5	\$185.00	P03-F	0.00	NM	5	\$925.00
				Today Show 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-TWTF--					4	\$185.00		0.00			
		Week: 10/17/16	10/23/16	M-----					1	\$185.00		0.00			
N 34	WGRZ	10/11/16	10/17/16	Local News @ 11a M-F	CM	11-1130a	MTWTF--	:30	5	\$210.00	P02-F	0.00	NM	5	\$1,050.00
				Local News @ 11a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-TWTF--					4	\$210.00		0.00			
		Week: 10/17/16	10/23/16	M-----					1	\$210.00		0.00			
N 35	WGRZ	10/15/16	10/15/16	Local News @ 9a Sa	CM	Sat Daybreak 9a-1	-----S-	:30	1	\$420.00	P03-F	0.00	NM	1	\$420.00
				Daybreak Saturday											
N 36	WGRZ	10/16/16	10/16/16	Local News @ 630a Su	CM	630-7a	-----S	:30	1	\$210.00	P03-F	0.00	NM	1	\$210.00
				Local News @ 630a Su											
													Totals	42	\$15,850.00